



MINI-LION SPONSOR PACK

Calling all schools, community
groups and charities in the
Royal Borough of Windsor
& Maidenhead



About the event

The Lions of Windsor 2019 sculpture trail is a borough-wide mass appeal public art event designed to celebrate the 200th anniversary of the birth of Queen Victoria and Windsor's unique role as home to Britain's kings and queens for nearly 1,000 years.

Over 60 individually decorated lion and mini-lion cub sculptures will take pride of place in public spaces across the Royal Borough of Windsor & Maidenhead from August to October 2019. The giant pride will then be auctioned in November to raise funds for local charities, including the Thames Hospice and the Lions Club of Windsor.

Decorated by schools, artists and creatives from across the region and beyond, the giant pride of big lions and mini-lion cubs will create a colourful trail of unique artwork across the region for eleven weeks, attracting thousands of residents and visitors of all ages, bringing colour, fun and art to the streets and leading families and people of all ages on a voyage of discovery across the region.

There will be two sizes of lions:

- A large lion measuring 1.2m tall and 1.5m long, sponsored by companies and organisations
- A smaller mini-lion measuring 75cm tall and 1m long, exclusively for schools and charities to decorate.

The attractive, fibreglass mini-lions will be decorated by pupils and teachers, community groups and charities and exhibited in accessible locations across Windsor, Eton, Maidenhead and beyond from August to October.

The mini-lions will complement and add value to the main Lions of Windsor art trail, showcasing the creativity of school pupils, community groups and charities across the region.

Mini-lions can be sponsored by schools, community groups and charities or by philanthropic individuals or businesses to donate to a school or charity of their choice.

Mini-Lion sponsorship costs **£750 + VAT**.

This is deliberately set much lower than the £3,000 + VAT sponsorship rate for the large owls, so that as many schools, community groups and charitable organisations as possible can take part in this high profile, creative event this summer.

Time to get creative!!

Lion sponsorship

The package includes:

- Your 75cm tall fibreglass lion sculpture, primed ready for painting. Delivered to your school or collected from Lion's Den HQ.
- A lion template for students and staff to use for their lion design ideas.
- A wheeled, wooden 'skateboard' plinth, which your mini-lion will be attached to so that it doesn't roam off, plus a steel rope and padlock for attaching to street furniture or similar during the day and the wheeled in at night to sleep.
- Your mini-lion displayed in a prominent location in a public space in the Royal Borough of Windsor & Maidenhead as part of the Lions of Windsor 2019 trail.
- Name your own lion. Your lion's name and the name of your school or organisation will be featured as the Sponsor and/or Artist on your lion's plaque, which will be seen by thousands of people over the summer/autumn.
- Your school or organisation's name featured on approx 10,000 printed trail maps available from outlets across the region, the Lions of Windsor website (with links to your website), marketing publications, media releases, social media, 10,000 Lions Roar Goodbye Weekend brochures and the charity auction catalogues.



Lion Cub design

Schools can be fantastically creative with their mini-lion designs. You could hold a pupils' Design a Lion competition and incorporate the winning design/s in your lion's artwork, or the school's staff could come up with a design idea and involve all or just the most artistic pupils in the decorating process.

Your lion's designs and name must be pre-approved by the Lions of Windsor team before decoration can begin, so that there is no duplication in the pride...

Decoration of mini-lions must be supervised by an experienced artist or creative practitioner so that a high standard of decoration is maintained throughout the project.

The Lions team will identify a prominent location for your mini-lion in the RBWM region where it will be displayed as part of the main trail. Your mini-lion will be a brilliant showcase your pupils' or group's creativity and will be an excellent promotion for your school during the 8 months of the project, from your initial lion sponsorship to the charity auction in November.

As well as enjoying the creative process and taking pride in their finished lion, pupils will also take pride in knowing that their lion cub will be helping to raise much needed funds for local charities.

Funding

There are a number of ways to fund the sponsorship of your mini-lion. Parents' businesses or local companies with connections to the school may like to sponsor your mini-lion; school parents, supporters or benefactors might like jointly to contribute to the sponsorship, or you could hold a series of fund-raising events, such as a lion book-themed dressing down day, lion-decorated cake & biscuit sales, bring and buy sales, sponsored walks and swims etc.

Timeline

March/April 2019

- Confirm your lion sculpture sponsorship
- Lion fundraising activities
- Lion delivered to your school or collected from the Lion's Den HQ in Windsor

April-June 2019

- Decorate and name your mini-lion and engage in lion-themed school activities and fundraisers

1 July

- Deadline for mini-lion collection/delivery to Lion HQ

August-October 2019

- Lions of Windsor 2019 public art trail.

28 October-7 November (TBC)

- Lions restored by their artists

8 November (TBC)

- Lions Roar Goodbye sponsor/artist VIP preview

9-10 November (TBC)

- Lions Roar Goodbye auction preview weekend

22 November (TBC)

- Lions of Windsor 2019 charity auction



Charities

100% OF EVENT PROFITS WILL BE DONATED TO LOCAL CHARITIES

Thames Hospice

Thames Hospice is the local charity providing expert care for people living with life-limiting illnesses in East Berkshire and South Buckinghamshire. A vital part of our work is also supporting their families and carers. We are one of the busiest independent hospices in the UK. Our services include therapy, nursing and medical care, as well as practical and emotional support in our Hospice at Windsor and in patients' homes. It costs £8 million every year to keep our Hospice running. We are also raising £6 million to build a new, state-of-the-art hospice on a stunning eight acre site next to Bray Lake in Maidenhead. We are thrilled that the Lions of Windsor sculpture trail will be helping to raise funds for us and hope many businesses and organisations will take part in their event and help us achieve our goal.



Windsor Lions Club

Windsor Lions Club covers a wide area of East Berkshire including Ascot, Datchet, Horton, Old Windsor, Sunninghill, Sunningdale and Windsor. It is part of Lions International, the largest community service organisation in the world. Windsor Lions was established in 1961 and has raised in the region of £2.5m by organising events and corporate sponsorship, including Charity Auctions, Golf days, Quiz Nights, Race/Casino evenings, Cross Country Horse Ride, Santa Sleigh Windsor street collection and Swimathons. We provide support within our community; helping referrals often by Social Services, providing an annual Spring Lunch for senior citizens groups, the Lions' Den – giving local organisations the chance to bid for funds, driving for Mencap and staging our FunFest for young people and their families with learning and sensorial difficulties, we also organise a bi-annual Prostate Cancer Awareness Event.



The Dystonia Society

The Dystonia Society is the only national charity providing support, advocacy and information for anyone affected by the neurological movement condition known as dystonia. Dystonia is the term used to describe uncontrollable and sometimes painful muscle spasms caused by incorrect signals from the brain. It is estimated to affect at least 70,000 people in the UK. There are a large number of different types of dystonia which affect people in widely differing ways. Unfortunately there is not yet a cure. The Berkshire Dystonia group was established in 2008 and gives members an opportunity to get together and share their experiences. We are delighted that this exciting public art sculpture trail will help to raise funds and awareness of dystonia.



Lion sponsorship confirmation



Schools, community groups and charities only

This to confirm that

(name of school, community group or charity)

would like to sponsor a Lions of Windsor mini-lion sculpture at a cost of **£750 + VAT**. This includes the 75cm tall lion sculpture, primed ready for painting, the plinth, installation, maintenance, de-installation and transport.

We understand that our decorated lion must be completed and returned to Lion HQ before 1st July and that our mini-lion will be displayed with the rest of the Pride as part of the Lions of Windsor sculpture trail from August to October 2019 and then auctioned to raise funds for local charities.

We understand that our mini-lion may need some renovation work by our artists once the lions are taken off the streets in late October. All lions will be gathered together and displayed for the 'Lions Roar Goodbye' auction preview weekend in early November.

We understand that we, as the mini-lion sculpture artists, are responsible for providing our own materials to decorate our mini-lion. The organisers will provide schools with a 2-part varnish to apply to protect your artwork whilst your lion is on public display

Data protection

We understand that our contact data will be used by the organisers to process our application and send us information relating to our submission.

We would / would not (delete as appropriate) like the organisers to keep us up-to-date about the project and other ways to get involved. If yes, our preferred method of communication is

By email By phone (Please tick as appropriate).

We note that we can update these details at any time by contacting the organisers at sponsors@lionsofwindSOR.org

We also note that our data will not be swapped sold or passed on to third parties.

Contact name

Position

Name of organisation

Email

Work number

Mobile number

Alternative contact name

Email

Work number

Mobile number

Address

Purchase order number (if applicable)

Signature

Please return your order form to sponsors@lionsofwindSOR.org

Please put MINI-LION SPONSOR in the email heading and attach this order form to your email.

We will issue an invoice for the full sponsorship amount of £750 + VAT. We will notify you by email once your payment has been received. Your decorated sculpture must be ready for collection/delivery to Windsor by 1st July 2019.

If you have any questions, please do get in touch at sponsors@lionsofwindSOR.org

We hope you can join the pride and help us make Lions of Windsor 2019 a roaring success!

Contact

For further information or to discuss how to get involved, please contact the Lion Team at sponsors@lionsofwindsor.org or call Megan Witty on 07720 880088. We look forward to hearing from you soon.
www.lionsofwindsor.org
[@lionsofwindsor](https://www.instagram.com/lionsofwindsor)
[#lionsofwindsor](https://twitter.com/lionsofwindsor)



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